

WHAT'S TRENDING?

ISSUE #3

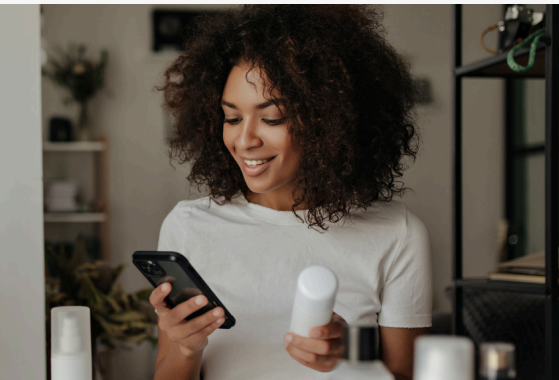
IN SUN CARE

OCTOBER 2025



CRODA | Beauty

SMART SCIENCE TO IMPROVE LIVES™



Key trends



06

Climate adaptive

There is a need for beauty solutions that provide consumers with protective care and repair in different and changing environments.

08

Disruptive application

Sun care products with innovative formats and textures encourage consumers to use, and re-use, sun care as part of their daily routine.

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Increased expectations

As consumer expectations continue to expand, sun care offerings must combine performance, pleasure and purpose.

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Our capabilities and solutions

Discover how our expertise and ingredient portfolio can assist you with your next sun care innovation.



Protecting skin, preserving beauty

SUN CARE IS NOW ENTERING AN ERA WHERE CONSUMERS VIEW AND UNDERSTAND THAT SPF USE PROVIDES BOTH LONG-TERM HEALTH AND BEAUTY PRESERVATION BENEFITS.

Consumers are looking to protect themselves against skin cancer and as the connection between sun exposure and skin ageing grows, broadspectrum solutions are more important to them.

This awareness has been aided by campaigns, social media education and real-life stories, with brands realising the part they can play in educating and supporting consumers to live healthier.

The dual motivation is helping to position sun protection as a daily, year-round habit to embed in skin care and holistic wellness routines.

Brands must bridge these two areas with credible science and proven performance. Pleasurable textures and formats for evolving lifestyles also encourage consumers to apply, and reapply, sun protection products.



▲ Sun patches offer a visual reminder to reapply sunscreen.

SPF products that embrace a skincare-first approach will resonate with skintellectuals looking for individualised product solutions.

Use of sun care products

The shift in mindset around sun protection is reflected in product usage patterns. Once viewed as a holiday specific or seasonal product, SPF is now finding its place in the daily routines of a growing number of consumers across the globe.

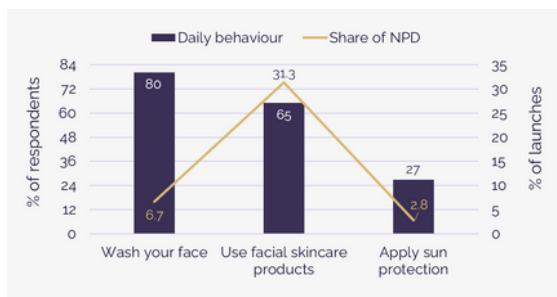


This evolution is also visible in market data, with Europe's sun protection category projected to see growth of 50.2% between 2022 and 2028.

Source: Euromonitor

Category opportunities

Brands have many opportunities in the SPF category, as while new product development matches typical routines of consumers in some categories, in sun protection innovation is under indexes.



▲ 27% of respondents apply sun protection daily but it only makes up 2.8% NPD. This is vs facial skin care where 65% use and the share of NPD is 31.3%.

It is important for brands to consider the barriers for consumers not using sun protection and address them with these new innovations. Focus should be on both formulation and format, meeting needs such as convenience, cost and sensory. Find out more on page 8.





Climate adaptive

CLIMATE-ADAPTIVE BEAUTY SOLUTIONS
PROVIDE PROTECTIVE CARE AND REPAIR IN
DIFFERENT AND CHANGING ENVIRONMENTS.

As climate change and environmental stressors intensify, consumers are more aware of the impact they have on skin health. Rising UV levels, pollution, and temperature extremes, can accelerate premature ageing, put strain on the skin barrier and accelerate skin concerns.

85% Wrinkles and premature ageing

81% Sun spots

76% Hyperpigmentation

76% Skin cancer

74% Sun burn

The top concerns suggest that interest in sun care is motivated by age-anxiety.

Source: WGSN, 2025

This is creating a need for solutions that offer multiple benefits such as broad spectrum protection, anti-pollution shields, blue-light filters and barrier-repairing actives.

Skin concerns

Some specific concerns that are arising are likely to worsen because of climate change and environmental factors.

Premature ageing

Consumers are increasingly linking UV exposure with visible signs of ageing such as wrinkles, fine lines and loss of elasticity. This is backed up by research that found that UV exposure seems to be responsible for 80% of visible facial ageing signs.

Source: Flament, F., Bazin, R., Laquerre, S., Robert, Y., Samojlik, E., 2018.

This has created a demand for sun care products with anti-ageing benefits such as peptides or ceramides to provide protection, repair and improve skin resilience.



1 **Q+A Peptide SPF50 Anti-Ageing Daily Facial Sunscreen 50ml**
Designed to help target fine lines and wrinkles and contains peptides.

Pigmentation

Pigmentation issues, including hyperpigmentation, sunspots, and uneven skin tone, are a significant concern, especially among consumers with darker skin tones.



of consumers in South Africa aim to treat hyperpigmentation/age spots in their morning routines.

Source: Mintel, 2025

However, only 2% global sunscreen launches in 2024 mentioned 'hyperpigmentation', highlighting an innovation gap.

Skin sensitivity

Sensitive skin is relatively common, and it represents a growing segment within the global sun care market. As consumers look for mild and gentle product solutions to avoid skin irritation, they are putting their trust in dermatologically tested offerings.



of consumers look for sun protection products suitable for sensitive skin (Germany).

Source: Kantar Profiles/Mintel, 2024

Brands should look to address common consumer concerns with their products and help with information in these areas.



- 2 **L'Oréal Bright Reveal range**
Targets all types of dark spots via a 'dark spot' routine.



- 3 **EltaMD UV Daily Deep Tinted Broad-Spectrum SPF 40**
Promotes on the website how it is 'trusted by dermatologists' and 'loved by skin'.

Ingredient inspiration



Phytessence™ Osmanthus

Its proven antioxidant and soothing properties protect the skin from the harmful effects of heat, reduce redness and soothe the skin after sunburn.



Explore more >



Solaveil™ Clarus range

A range of mineral UV filters that provide clarity on the skin.



Explore more >



Mell[oi]stem™

Dedicated to fading both age and sun exposure pigmentation disorders (dark and flat white spots) for an even skin complexion.



Explore more >



Disruptive application

INNOVATIVE FORMATS AND TEXTURES
ENCOURAGE CONSUMERS TO USE SUN CARE

Although awareness around the importance of sun care is growing, there are still some barriers to regular use, many centered around application.

Consumer pain points in this area include:

Greasy / sticky feel

Slow to absorb

White cast

Unappealing texture

Difficult to apply

Irritation

Disruptive applications and innovative formats/textures are therefore becoming key to encouraging consumers to actually apply—and reapply—sunscreen.

Formulation design is directly linked to consumer compliance and everyday useability, so it is important for brands to consider how to innovate for appealing texture and format.



1 **Ultra Violette™** Sheen Screen™
SPF 50 Hydrating Lip Balm

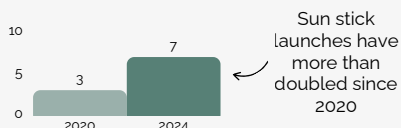
2 **Beame** Something You Mist

3 **PAYOT** Solaire Very High
Protection Sun Stick SPF 50+

4 **milli** Pink Reusable Under Eye
Patches

Format and formulation

- **Sticks** address consumer needs for convenience, portability, and enjoyable application.



> 256.7 million

TikTok posts with #SunScreenStick

Sources: Mintel GNPD, 2025 and WGSN, 2025

- **Patches** are not yet mainstream but demonstrate strong disruptive potential. Designed for high-risk zones, they offer targeted protection and often integrate skin care actives to also treat skin concerns.
- **Mists** answer pain points of reapplication reluctance and sensory aversion by offering a convenient, light and refreshing application that is non-disruptive to makeup.
- **Product texture** is a major roadblock to sunscreen use with 28% of Brits admitting they have skipped SPF because of how it feels on their skin.



say that texture is the most important factor when choosing sunscreen.

Source: Nivea Sun, 2025

Formulators must make sun care application pleasant and engaging, mirroring the developments in skin care.

- **Fast absorbing** formulations help to seamlessly fit products into routines without consumers having to wait before dressing or applying makeup. Their weightless finish also helps products feel more like skin care.
- **Multi-functional** products appeal to the consumers looking to streamline their beauty routines as part of a move towards simplicity, efficiency and sustainability. The top three reasons for reduction are:

51.97%
saving money

32.75%
saving time

27.72%
achieving better results

Source: Mintel, 2024





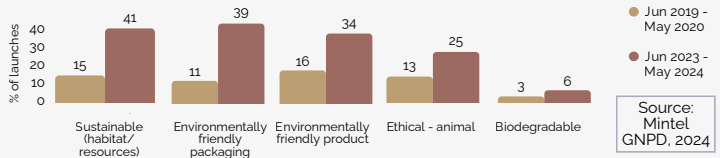
Increased expectations

SUN CARE MUST COMBINE PERFORMANCE, PLEASURE AND PURPOSE.

Consumer expectations continue to grow, driven by lifestyles, individual needs and sun awareness. Some key areas are:



Sustainability: Consumers are increasingly aware of and scrutinising the impact of their choices. Environmentally friendly claims have noticeably increased within sun care.



Transparency is key in this area with visibility on ingredients, sourcing and claim credibility a growing focus.



Inclusivity: Sun care must be accessible to all. Products are expected to leave no white cast across skin tones and textures, while addressing needs such as sensitive skin.



of consumers say that an invisible finish is important when purchasing a sunscreen.

Source: GCI magazine, 2024

Brand imagery and messaging should ensure that consumers feel represented to help with increasing usage and addressing pain points.



Value: Consumers want to have clear justification for their purchases. Product value is no longer just defined by 'low cost', and offerings must combine effectiveness, enjoyment and ethics to provide clear value.

- Effectiveness - Visible, science-backed proof of performance and product claims is essential to build trust and loyalty.
- Enjoyment - Sensorially pleasing textures and formats that feel more like skin care encourage consumer use.
- Ethics - Consumers expect their buying to reflect their values.



Gen Z as a core market

Gen Z consumers have a growing influence on beauty, with both the power and confidence to shape trends and change.



of the global population is made up of Gen Z.

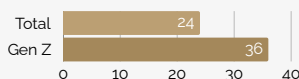


of Gen Z European consumers say they always seek to try new beauty trends and new products.

Source: Euromonitor

In the sun care market specifically, they are a more engaged consumer group.

UK: Apply sun protection once a day or more, Gen Z vs all adults, 2024



Source: Kantar Profiles / Mintel, 2024

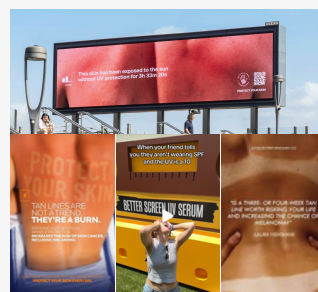
Social media is a key area with many consumers now buying and researching on social platforms. In sun protection, many creators are helping to drive awareness and positive habits through their content.



of social media users want more content about sun care (UK).

Source: Mintel, 2025

However, some creators are causing anxiety and spreading misinformation while others are contributing to dangerous trends such as tan lines or sun cream contouring. Brands should be proactive and help to educate their consumers, dispel myths and promote safe practices. Examples include collaborating with relevant influencers and hosting expert Q&As.



▲ Some existing sun care campaigns designed to educate consumers on sun safety and promote regular use.



Meet consumer needs in sun care


OUR EXPERTS CAN HELP IN SOLAR FORMULATION AND PERFORMANCE TESTING

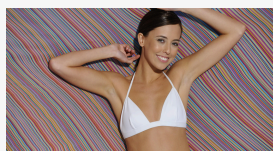
At Croda Beauty, our sun care experts have access to various testing methods for sun care, helping us to understand how to build great formulations. Our capabilities include:

- In house in-vitro SPF and UVAPF testing capabilities
 - In-vitro SPF – ISO 236785
 - In-vitro UVAPF – ISO 24443
 - Critical wavelength – ISO 24443
 - Microscopy
- Training and workshops
- Formulation troubleshooting to solve challenges
- Six labs in five continents with SPF testing capabilities
- In vivo SPF and UVAPF testing carried out at an external testing facility following the ISO 24444:2019
- Bespoke formulation ('customer work requests') to address your project briefs and challenges



Ingredient inspiration

Here we highlight some innovative products from our portfolio that will help you to meet the trends and consumer needs identified. Click on the  symbol to discover more.



Solaveil™ Spextra

EXTRA PROTECTION

TiO₂ with UVB, UVA and Blue Light protection.

 [Discover more >](#)



Solaveil™ Harmony

PERFECTLY BALANCED

TiO₂ that balances large particle size for natural claims, with less whitening compared to Solaveil SpeXtra.

 [Discover more >](#)



Solaveil™ Clarus

MINERAL CLARITY

TiO₂ and ZnO with unrivalled transparency on the skin.

 [Discover more >](#)



Syncrowax™ SB1

Consists of 100% non-animal derived, non-GMO waxes and emulsifiers specially blended to provide a vegan alternative to natural beeswax.

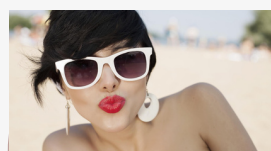
 [Discover more >](#)



SolPerForm™ 100

A film forming polymer that boosts the efficacy of UV filters in O/W sunscreen formulations.

 [Discover more >](#)



OleoCraft™ LP-20

Creates impressive films on the skin, lip and eyelash, delivering water and wear resistance benefits across a variety of formulations.

 [Discover more >](#)



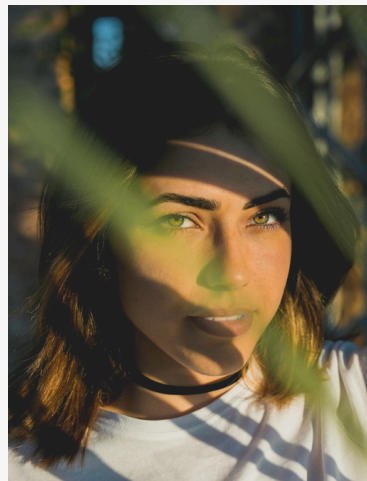
CRODA Beauty

Meet the trend with our new formulations

Look out for our sun care formulation collection that will launch later in October. The collection includes five new formulations, providing inspiration for meeting sun cares trends and consumer needs.

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